

Special Easter Offering At The Earnest Co.

Excellent Values Are Offered On
Every Line.

A visit to the Earnest Co's store will be interesting, not only because of the splendid displays of new Spring goods you will see but also because you will have the opportunity of purchasing such uncommonly fine values as those listed below.

We have gathered from the country's fashion centres, a splendid collection of Spring apparel and now present what we honestly believe to be the most comprehensive stocks ever shown in Palatka. The extraordinary values offered make it worth your while to come now and purchase liberally of the garments.

Beautiful Spring Dresses

Lingerie, Voiles, Crepes and Embroidery Dresses, about fifteen styles to choose from. Special at **4.95**

Silk Crepes, Ratine and Taffeta Dresses, some exceptional values, \$25.00 to **7.50**

Pretty line of Ratine, Crepes, Rice Cloth and Voile Dresses, \$18.50 to **4.95**

A beautiful Lingerie Dress. Special at **\$2.95**

Silk Shirt Waists, \$1 Special

About fifteen dozen Silk Shirt Waists which one large manufacturer gets out for a special \$1.50 leader and are sold as high as \$2.00, made of Habutai or Jap Silk, either white or black, well made. Yours for this occasion, at **1.00**

Special at **79c.**

One lot about 150 waists, Lingerie Voiles, Crepes, and Rice Cloth, values to \$2. special **79c**



Beautiful Laces at Special Prices

One lot of Vals and Torchon Laces 5 to 10c values at per doz. yards **25c**

Another lot of Laces, mostly 10c values, special per yard **5c**

One lot Shadow Laces 2 to 6 in. wide well worth 15 to 25c special per yd. **10c**

One lot Camisole Lace exceptional value, special price per yard **19c**

Embroidery Specials

One lot special values Embroidery, real 10c values at **5c**

One lot Swiss, Nainsook Cambric and Convent Embroideries values up to 25c special **10c**

18 & 27 in. Embroidery Flouncing, worth 25 to 35c special at **15c** 27 in. Swiss Embroidery Flouncing, special values at **25c** 45 in. Embroidery Flouncing special prices 5c and up. **25c**

LOVELY DRESS GOODS

We know we can please you.

36 in. fancy Embroidered Crepe, 36 in. Rice Cloth, 27 in. Crepes and Embroidered Voiles, exceptional values **45c**

Fancy Crepes, Eponge, Rope Ratines, special values **\$1.00**

French Novelty Crepes, Voiles, Eponge, Shadow Crepes, Rope Ratine, beautiful goods exceptional values **\$1.45**

Beautiful French Embroidered Tango Crepes and Voiles at **\$1.95**

Colored French and Ramie Linens, course mesh and soft finish special 75c, 65c to **45c**

15 Special--Worth 25c to 35c

Plain and Fancy white Flaxons, Fancy white Madras, Fancy Crepes, Ratine and Fancy white goods, not a price worth less than 25c, special Easter sale at 15c.

Snow Flake Embroidered Crepe, Figured Rice Cloth, Voiles, Ratines and white goods, Beautiful patterns, special values **25c**

Note these 5c Specials

39 in. unbleached cotton. Fancy Dress Gingham. East Apron Check Gingham. Fancy white goods. Fancy Lawns, Calicos, Etc. Only a limited quantity so come early in order to get a selection, worth up to 10c, special 5c.

THE EARNEST COMPANY

PALATKA, FLORIDA

Gift happenings and Personal Mention.

Mrs. H. A. Lecks entertained the Sewing Club on Thursday afternoon.

Miss Anna Bruce spent Sunday in Hastings, the guest of Miss Brown.

Mrs. T. H. Hyers spent Wednesday in Jacksonville.

Mrs. Phipps of Welaka has been the guest of Miss Belle Welch.

Miss Sarah Bari of Norwalk was the guest of Miss Irene Gardner over Saturday and Sunday.

Mrs. H. M. Fearnside entertained the North End Bridge Club delightfully on Tuesday night.

Superintendent of Public Instruction Cottingham has been quite ill for the past several days.

Miss Edith Kupperbusch entertained the Monday night bridge club most graciously this week.

The Patton Anderson Chapter of the U. D. C. will meet with Mrs. J. D. Lane, Thursday afternoon April 2nd, 3 o'clock, 216 N. 2 street.

Miss Grace Riley of Washington, D. C. who has been the guest of Mr. and Mrs. W. G. Tilghman for some weeks has returned to her home.

Robert E. Ireland spent Tuesday at St. Augustine, where he met some of his old New York friends and had a most enjoyable day.

Mrs. Burnside of New York, who has been the guest for some time of Mrs. M. Kanner, has returned home much pleased with Palatka.

Mr. and Mrs. W. E. Shepherd of Jaysonville, Indiana, are visiting Mr. Shepherd's sister, Mrs. C. J. O'Haver, on Laurel street.

Miss Lola Maud Smith of Micanopy, who has been the guest of Mrs. Howell A. Davis, left for her home on Monday.

Herbert Miller took an auto party consisting of his mother, Mrs. H. L. Miller, and his sisters, the Misses Miriam and Lillian, on a visit to Jacksonville early in the week.

Mrs. W. T. Hamm motored to Crescent City and Seville on Tuesday, having as guests on the trip Mr. and Mrs. E. J. Hamm and Mrs. H. O. Hamm.

Veteran N. O. Davis is out again after a long illness, to the joy of his many friends. Mr. Davis is one of the oldest veterans of the Confederacy in Putnam county.

Henry L. Baker of Gainesville has purchased through O'Haver & Knight, two lots and a dwelling on 14th street near the water works, and expects to remodel the building and make an attractive home.

Mr. and Mrs. Joseph Merrill of Atlanta spent a day or two visiting relatives here this week.

Mr. and Mrs. Howe and children of Orlando are the guests of Mr. and Mrs. D. M. Kirby.

Frank Dutil, son of Rev. H. Dutil, a former pastor of St. James Methodist church, and who has been visiting friends in the city for the past two weeks, returned to his home in Quincy on Wednesday.

Mrs. Chas. H. Eieg entertained a company of lady friends with an auto party to St. Augustine last Friday. In the party were Mrs. R. A. Varnes, and Mrs. E. M. Gregory of San Diego, Cal., an aunt of Mrs. Seig.

O'Haver & Knight's real estate agency has just sold a 25-acre tract in Palatka Heights to the Palatka Development Company, which probably means that this up-building company has in mind to do some more extensive bungalow building.

Mr. and Mrs. Herbert Wilson made a trip to Jacksonville this week in their commodious and well-appointed house boat, having as guests on the trip Miss Mabel Wilson, Miss Elizabeth Merriam, and Miss Dixon of Montclair, N. J.

Mrs. Edward Gerber entertained the Tuesday night bridge club this week at her home on Emmett street. A splendid salad course was served at the conclusion of the games. The prizes were won by Mrs. J. D. Points, Mrs. James Dunsford and Mrs. Gerber.

Mr. and Mrs. Robert Eville, at their home on the Heights, entertained with a straw-ride party and dance this week, and the guests were greatly pleased with the novel entertainment.

Mrs. J. E. Coogler who has been the guest of a week of Mr. and Mrs. A. T. Reed, returned to her home in Green Cove Springs on Tuesday.

State Tax Commissioner Neel of Tallahassee was in the city Saturday to confer with Mr. Bullard, the county assessor. Mr. Bullard thinks the County Commissioners should give him assistance in the various precincts in order to properly equalize the assessments. He certainly has a hard job.

David Howell, cashier of the State Bank of Palatka, has purchased through O'Haver & Knight's real estate agency, the house and lot on North Fifth street, known as the Perrin property. This is an ideal location and it is understood that Mr. Howell expects to put the property in first-class condition.

O'Haver & Knight's real estate agency has sold to Mr. Thos. Cote of Marquette, Michigan, a lot in Palatka Heights. Mr. Cote expects before long to erect a home on this property. He is greatly pleased with Palatka and vicinity, especially with the Heights, in which section he sees the coming residence part of the greater city.

Mr. and Mrs. G. Johnson Tucker of Georgetown, with their interesting children, were visitors in the city Wednesday. Mr. Tucker is a busy man these days with his farm work, but as he is a candidate for county commissioner he is getting out to do a little hustling in the political line.

Mr. Tucker is a gentleman who ranks highly among the people of the Florida peninsula, and he hopes to represent on the next county board.

Kalbfeld's Grand theater has had a good run of business this week, and especially was this true on Monday and Wednesday night when were shown the splendid Frohman production of celebrated actors in leading picture-plays. Next Monday night's little business in the political line.

Manager Kalbfeld will show the 1914 edition of "Life on 101 Ranch," with real Indians, a buffalo hunt and broncho busting. This is a most realistic production of the wild west in the days when it had a glow which made it famous in song and story, and Manager Kalbfeld, who is always alert to secure what is most popular and best in the moving picture line is to be congratulated on securing this play.

Miss Louise Paul of Tampa, is the guest of her cousin, Mrs. Dr. Hedick. St. Marks Guild will have an Easter cake sale Saturday, April 11th, at the City drugstore, beginning at 10 a. m.

Mrs. Moses Folson and her sister, Mrs. Agnew of Detroit, Mich., have been spending the week at St. Andrews, Fla.

Attorney Geo. W. Bassett, Jr., returned on Sunday from a trip to Thomasville, Ga., where he was called on legal business.

Miss Lucile Glass of Gainesville was the guest of her grandmother, Mrs. M. J. Coxe, over last Saturday and Sunday.

The Misses Louise and Lucile Phillips, who have been the guests of Dr. and Mrs. Geo. E. Welch, left on Saturday for their home in St. Petersburg.

Miss C. H. Eccles of Pomona has some thoroughbred collies of registered Virginia stock and of great beauty and intelligence, which she offers for sale in an advertisement in this paper.

The "Seeing Mexico" car exhibited in Palatka several days this week and drew large crowds who were greatly interested in the wonderful exhibit from this wonderful land of greasers and strife. The school pupils attended in a body one day.

Sheriff Kernerly made a business trip to Ocala during the week. Our sheriff is keeping order in Putnam county this year and as a result of his oversight the business of the sheriff's office has not been what it once was, but Sheriff Kernerly prefers law and order to dollars and this is one of the secrets of his popularity.

B. T. Solana of San Mateo has announced his candidacy for County Commissioner from the Third district at the urgent request of friends in his precinct. Mr. Solana served on the board four years, retiring only four years ago. He is well and favorably spoken of throughout the county.

Palatka will shortly have an election to determine if a majority of the citizens desire commission government. The idea is growing throughout the country and eventually every up-to-date community will be under the commission plan. God speed the day when Apalachicola will be under commission government.—Apalachicola Times.

Laban Price of Melrose was a business visitor in the city on Tuesday. Mr. Price was long one of the most valuable members of the Putnam county school board, but for some reason best known to himself, has seemingly retired from active public work, possibly to his own advantage, but to the disadvantage of the county.

J. M. Pounds, the Lemon street grocer and a gentleman well-known and highly esteemed in Palatka, has been honored by the Improved Order of Red Men of Florida by election, at the Great Sun Session in Leesburg last week as Great Representative to the Great Council of the order in the United States. The honor could have fallen on no Indian whom we believe to be more deserving.

E. E. Dodge the well-known Lemon street stationer and book-dealer, was elected Great Sachem of the Improved Order of Red Men at the Thirty-first Great Sun Session in Leesburg last week. This makes Mr. Dodge the one "big Indian" of Florida for at least the ensuing year. Mr. Dodge has long been a worker in this order and it is largely through his intelligent work that the Palatka tribe stands as one of the big organizations of the State.

Dr. and Mrs. L. W. Warren expect to leave next Wednesday for Berlin, Maryland, to remain through the summer months. Dr. Warren, who is the president and business manager of the Palatka Development Co., which company has erected some ten or a dozen pretty bungalows out on Thirteenth street, a section known as Bungalow Park, is well pleased with his winter's work, as well he may be, and says this is only the beginning of what his company proposes in the way of development in Palatka. While in the north this summer Dr. Warren is going to do something in the way of getting factories to come to Palatka. He believes this a specially advantageous place for a future factory.

A Suit for \$8.00

Just think of it--\$8 for a last season Suit

Our Winter Suits have got to go—we haven't the room for them, so we've put a price on them that is turning them loose. These suits are displayed in our windows now—take a look at them—not shop-worn suits, but right up to the minute in style. We've set no time limit but we assure you if you want one of these suits you had better hustle.

\$20, \$25 and \$30 Suits for \$8 to \$12

M. S. Brown

Clothier and Furnisher to Men Who Are Particular.

Good Retail Stock For Sale

Good location and well established business.

Good reason for selling.

APPLY BOX 120
PALATKA, FLA.

Expert Kodak Finishing

Do not waste films, time and money on inferior work. Let us do your finishing and it will be done right. WE USE VELOX PAPER EXCLUSIVELY. Velox costs more than other papers but is—better—that is why we use it, getting the best possible results from every exposure.

R. E. NECK THE PHOTOGRAPHER IN YOUR TOWN

PUTNAM NATIONAL BANK BUILDING
Write For Price List. Phone 5



STOP!

Glance over the following:

New arrivals of new crop Cereals, Buckwheat Flour, plain and prepared, Pancake Flour, Farina Graham Flour, Whole Wheat Flour, Yellow Corn Meal, etc.

Large stock and great variety of new pack Canned fruits and vegetables—very best brands at lowest prices.

All kinds of Dried Fruits, new and fresh. Also Fresh Fruits, Nuts, Raisins and Cranberries. New Cane Syrup in new barrels. COMPLETE LINE OF HOLIDAY GROCERIES—all new crop. NO COLD STORAGE GOODS.

L. C. STEPHENS,

Phone 84. Prompt Delivery. Corner Kirby and Morris Streets.

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Palatka, Fla.

Phone 152.